



Moovit to the Movies - World's #1 Transit App Partners with Twentieth Century Fox to Promote "SNATCHED"

"Innovative and Creative" Marketing Program to Jointly Promote Moovit and "Snatched"

SAN FRANCISCO – April 24, 2017

Moovit, the world's #1 transit app, has partnered with Twentieth Century Fox to help people easily ride public transit to Fox's *SNATCHED* starring Emmy Award winner Amy Schumer and Oscar winner Goldie Hawn that hits theaters May 12th.

After her boyfriend dumps her on the eve of their exotic vacation, impetuous dreamer Emily Middleton (Schumer) persuades her ultra-cautious mother, Linda (Hawn) to travel with her to paradise. Polar opposites, Emily and Linda realize that working through their differences as mother and daughter – in unpredictable, hilarious fashion – is the only way to escape the wildly outrageous jungle adventure they have fallen into.

If only they had used Moovit for their transportation needs, they may have avoided their precarious situation. See the exclusive Moovit and *SNATCHED* spot [here](#).

Moovit, which helps public transit riders in 1,200 cities in 75 countries easily navigate local public transit, will help tens of thousands of fans around the U.S. get to their closest movie theater to see the comedy adventure.

Before the release of the film, Moovit will add all the U.S. movie theaters showing *SNATCHED* as Points of Interest (POIs) on its free app, so riders can simply search "Snatched" and find easy-to-navigate directions via mass transit to the nearest big screen.

"Moovit is on the move in the U.S.," said Moovit North America Countries Manager David Klein. "Partnering with Fox on what is certain to be a hit movie is a valuable program that will help introduce Moovit to new users. And for many of Moovit's millions of current users, the opportunity to get easy directions to see *SNATCHED* is another advantage of using Moovit's free app."

“Moovit came to us with an innovative and creative way to get more people to theaters via public transit,” said Zachary Eller, SVP Marketing Partnerships, 20th Century Fox. “That the Moovit app aligns with the *SNATCHED* story-line is an additional marketing bonus.”

Moovit and Fox created co-branded content for the campaign that will air for three weeks on the NASDAQ video board in Times Square, New York, as well as via paid spots on Facebook and in-app messaging. There also will be a social media competition on Moovit’s Facebook page for the opportunity to win a three-night trip to Hawaii.

About Moovit

Moovit simplifies your urban mobility all around the world, making getting around town via mass transit easier and more convenient. Moovit is the #1 transit app in the world with more than 55 million users, and was named Top Local App of 2016 by Google.

By combining information from public transit operators and authorities with live information from the user community, Moovit offers travelers a real-time picture, including the best route for their journey. The Moovit community sends active reports about their travel experience, such as bus congestion levels, cleanliness, and more to help others have a better travel experience.

Moovit generates as many as 200 million data points a day that comprise the world's largest repository of transit data. The Big Data gathering is aided by Moovit’s network of more than 150,000 local editors, called “Mooviters”, who help map out and maintain local transit information in cities that would otherwise be unserved.

Moovit is available for free on [iOS](#), [Android](#) & [Web](#) in over 1,200 cities, across 75 countries worldwide, and can be used in 43 languages.

Moovit Contacts:

Kate Azima
Kate.azima@moovitapp.com

Abigail Murphy
Abigail.murphy@moovitapp.com

About 20th Century Fox

One of the world’s largest producers and distributors of motion pictures, 20th Century Fox produces, acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of 20th Century Fox Film: Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures, Fox International Productions, and Twentieth Century Fox Animation.

Twentieth Century Fox Contact:

Melissa Stone

melissa.stone@fox.com